



ADVERTISING  
STANDARDS  
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph (02) 6173 1500 | Fax (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)  
ACN 084 452 666

## Case Report

1	Case Number	0114/14
2	Advertiser	Pacific Brands Holdings Pty Ltd
3	Product	Lingerie
4	Type of Advertisement / media	TV
5	Date of Determination	23/04/2014
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

### DESCRIPTION OF THE ADVERTISEMENT

Three young women wearing various items of Bonds activewear are shown in a range of humorous situations that are being played out on a screen behind them: for example they appear to be chased by a giant dog, or about to be hit by a bowls ball.

### THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The content and saturation of this advertising at this time of the evening is wrong. Families watch news, family programming with all different ages and its too much.*

*The content allowed for G and PG ratings continues to be downplayed. It's hard enough to shield children from inappropriate imaging at the best of times. Society is becoming so immune - I don't get it.*

*We were watching Ninja Warrior (an obstacle course show) and I think My Kitchen Rules as a family and continued to be bombarded with the imagery.*

*Whilst you cannot comment on other advertising, these garments were advertised in amongst simulated sex and drugs for a news program on SBS and on channel seven 'Sunday' continued to simulate a murder scene and use provocative language to advertise the upcoming content and its was relentless.*

*I am not a prude but its the saturation that is getting too much. Let children be children. Save this advertising for after 8.30pm.*

*I do change the channel when I note the advertising is too inappropriate only to find another*

*channel has something else provocative.*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*The commercial is targeting young women who are healthy, not fitness fanatics by any stretch but like to get out and about, do a bit of exercise with their friends and not take it all too seriously.*

*The media buy is focused on this target audience and skewed toward them. The aim of the commercial is to launch Bonds range of activewear product for healthy women (of all ages) and encourage them to get out and about and have some fun.*

*In our view the commercial does not promote nudity nor any connotations of a sexual nature, hence the rating provided by CAD both at script stage and final approval.*

*Bonds is a light-hearted brand which does not intend to upset any members of the general public. Bonds intent is to be real, natural and not offensive and whilst this commercial specifically targets young males, the intention is never to offend the broader Australian public.*

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainants' concerns that the advertisement depicts inappropriate images of women in underwear during family programs.

The Board viewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience".

The Board noted that the advertisement features three female models wearing Bonds' activewear undertaking a range of activities.

The Board noted it had dismissed complaints about a similar advertisement for the same advertiser in case reference 0489/12 where it noted that, "it was reasonable for an advertiser to depict its products being modelled in its advertising. The Board noted that in some scenes we see women dancing and considered that the dancing was not sexualised and that the close up of the underwear in these, and in other, scenes was appropriate for an underwear advertisement."

In this instance the Board considered that the advertisement depicts the women undertaking a range of activities escaping images of humorous and unrealistic threats and obstacles. The Board considered that overall the image is of women running and jumping in active wear to show the active wear and there is no focus on body parts and the images are not sexualised.

The Board noted the complainant's concerns that the advertisement had been placed in programs aimed at a family audience. The Board noted that the advertisement had been rated "G" by CAD and considered that the content of the advertisement was in keeping with the potentially broad viewing audience which would include children.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.